

MARKETING COMMITTEE MEETING MINUTES
TUESDAY, NOVEMBER 18, 2014
SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD

The November 18, 2014 meeting of the Marketing Committee was called to order by Committee Chair Shane Solomon at 8:02 A.M.

Present: Committee Chair Shane Solomon and members Kathy Enquist and Paige Funkhouser.

Staff Members: Village Administrator Zeke Jackson, Marina Manager Wendy Tatzel, and Administrative Assistant Janal Suppanz.

Others: SBAA President Drew Bickford

Comments, correspondence and concerns from the public:

Solomon asked if anyone wished to address a non-agenda item. No one responded.

Approval of the Agenda:

A motion was made by Funkhouser, seconded by Enquist that the Agenda for the November 18, 2014 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Business Items:

Item No. 1. Discussion regarding establishment of goals and expectations for the SBAA as well as the Village with respect to activities; Consider a motion for action if necessary:

- **Great Festivals Policy:**
- **Great Events Policy:**

Solomon pointed out that the Village does provide a significant amount of money to the SBAA and wants to see festivals and events which are conducted in the Village succeed, but Village officials have no intention of “keeping a thumb” on the SBAA. They also have not asked the Marketing Committee to formulate a list of things the SBAA “must do” with the previously mentioned funds. They do want to have a good working relationship with Funkhouser and the SBAA Board of Directors, and would like to see quantifiable results that festivals are or are not successful, including data that shows revenues collected and expenditures made as well as festival and special event attendance counts. The suggestion has been made that if an event does not meet an established set of performance criteria, the SBAA should consider eliminating it.

Discussion took place regarding this issue, and the suggestion was made that after Fall Fest and Marina Fest have been conducted surveys be provided to all business owners in the Village. (Fall Fest and Marina Fest are the two largest festivals which are conducted in the Village, and it should be relatively easy to determine whether or not they had a positive impact on the local economy.) Another option might be to utilize a traffic counter, or festival attendees could also be asked to bring their sales receipts to the SBAA Office in order to be entered into a prize drawing. Compiling all the applicable data will take a lot of time, and, therefore, it would be very helpful if an Intern were hired.

1 A sample of the agreement which was entered into between the Village of Egg Harbor and
2 the Egg Harbor Business Association was included in the meeting packets. Village officials
3 believe such a document would be a very useful tool. Funkhouser pointed out that she is
4 concerned that the SBAA Board of Directors may perceive the presentation of a formal
5 written Operating Agreement as being an attempt by the Village to control their actions.
6 The other Committee members responded that this is not their intent at all.

7
8 *It was eventually the consensus that the SBAA Board of Directors shall be asked to*
9 *formulate a list of quantifiable data they would like to see tabulated and utilized when the*
10 *determination is made as to whether or not a festival or special event has been successful.*
11 *The SBAA Board members will also be asked to formulate a list of duties and*
12 *responsibilities an Intern could perform, as well as a list of terms and conditions they would*
13 *like to see included in the previously mentioned Operating Agreement.*

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15 **Item No. 2. Discussion regarding parking and wrist-banding for festivals and special**
16 **events; Consider a motion for action if necessary:**

17 Jackson has been having conversations with Keith Krist, the owner of the property where
18 Shopko is located, regarding creation of a new parking area on his land. This would be a
19 tremendous asset during festivals and special events, as parking is currently very limited.
20 More information will be provided as soon as it becomes available.

21
22 It appears that Village officials may require that minimal charges be made for I.D.
23 wristbands provided to persons wishing to consume alcoholic beverages during festivals
24 and special events which are conducted in the Village. There are some business owners
25 who have expressed concerns about this practice, and the question has arisen as to “who”
26 or “what organization” will be allowed to keep the money which is collected when
27 wristbands are sold.

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29 *A motion was made by Solomon, seconded by Enquist that Agenda Item No. 2 –*
30 *Discussion regarding parking and wrist-banding for festivals and special events, shall be*
31 *tabled until the next meeting of the Marketing Committee. Motion carried – All ayes.*

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33 **Item No. 3. Discussion regarding the focus of 2015 marketing; Consider a motion for**
34 **action if necessary:**

35 When all the work has been completed on the Beach Expansion Project Village officials
36 would like to see a Beach/Performance Pavilion Grand Opening Ceremony conducted.
37 Work will be commencing on the Beach Project in 2015, but it is quite possible that all the
38 work will not be completed until 2016. Work will also be commencing on the line burial
39 project in February or March of 2015, and then a short while later work will commence on
40 the Bay Shore Drive Reconstruction Project. Eventually detours will be in effect. All those
41 projects will undoubtedly have negative impacts on local businesses, and, therefore, the
42 Village Board has budgeted money for marketing in 2015.

43
44 Discussion took place regarding activities which could be conducted that would “draw”
45 people to the Village even though detours are in effect and construction is going on, and
46 the suggestions were made:

- 47 A. That a detour route holiday light show be created;
48 B. That direct marketing be done to the “locals” and individuals who are
49 already visiting Door County;

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2 C. That a "Guess When Construction Will Be Done" Contest be
3 conducted;
4 D. That motels and businesses be asked to discount their rates when
5 construction is going on;
6 E. That the Village collaborate with the surrounding Northern Door
7 communities on marketing; and,
8 F. That a "Come Watch The Work Being Done on the Construction
9 Project" campaign be initiated.
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11 *It was eventually the consensus that the Committee members shall take some time to think*
12 *about all of the previously mentioned suggestions and be prepared to discuss this issue at*
13 *length at the next meeting of the Marketing Committee.*
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15 *A motion was made by Solomon, seconded by Funkhouser, that Agenda Item No. 3 –*
16 *Discussion regarding the focus of 2015 marketing, shall be tabled until the next meeting of*
17 *the Marketing Committee. Motion carried – All ayes.*
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19 **Item No. 4. Discussion regarding promotion of Waterfront Park as a wedding destination,**
20 **rental of parks for special events, and establishment of a policy for the use of tents in the**
21 **parks; Consider a motion to refer to the appropriate committee for action:**

22 **Item No. 5. Discussion regarding matters to be placed on a future agenda or referred to a**
23 **committee, official or employee:**

24 Due to time constraints neither of these agenda items were addressed.
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26 *The next meeting of the Marketing Committee was scheduled for 8:30 A.M. on Thursday,*
27 *December 11, 2014.*
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29 **Adjournment:**

30 *A motion was made by Solomon, seconded by Enquist to adjourn the meeting of the*
31 *Marketing Committee at 10:39 A.M. Motion carried – All ayes.*
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33 Respectfully submitted,

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35 Janal Suppanz,
36 Administrative Assistant
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